

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claim 2 and AMEND claims 3-11 in accordance with the following:

1. (Currently Amended) An information providing system, comprising: one or a plurality of user terminals; a service providing server ~~for~~ providing a service to the user terminal; and an information brokering server ~~for~~ brokering information on contents of the service provided by the service providing server to the user terminal,

wherein the information brokering server comprises:

an information brokering part ~~for~~ receiving an information search request from the user terminal, and brokering corresponding information to the user terminal in accordance with the search request; ~~and~~

a user access information control part ~~for~~ notifying the service providing server of user access information generated by evaluating contents of access to the information brokering server by a user, based on an information search action by the user and contents of information brokered to the user;

an information browsing environment detecting part detecting information on a configuration of the user terminal for browsing information at the user terminal; and

an information editing part editing information provided by the service providing server in a data format suitable for presentation in the configuration of the user terminal based on the information on the configuration of the user terminal detected by the information browsing environment detecting part,

wherein the information brokering part brokers the information edited by the information editing part to the user terminal, and

the service providing server comprises:

an incentive adjusting part ~~for~~ adjusting contents of an incentive to be given to the user based on the user access information notified from the information brokering server, in a case of receiving an information providing a request from the user of the user terminal; and

an executing part ~~for~~ receiving the information providing the request from the user and executing the service in accordance with the information providing the request according to the

contents of the incentive.

2. (Cancelled)

3. (Currently Amended) ~~An~~The information providing system according to claim 21, wherein, in a case where it is ~~detected from the information on the information browsing environment that~~ text information can be presented at the user terminal, the information editing part conducts edition of incorporating banner advertisement in a part of the information provided by the service providing server.

4. (Currently Amended) ~~An~~The information providing system according to claim 1, wherein the user access information control part in the information brokering server evaluates the contents of access to the information brokering server by the user, considering an information search history of the user and contents of user information included in the search request by the user.

5. (Currently Amended) ~~An~~The information providing system according to claim 1, wherein the information brokered to the user terminal in the information brokering server contains main information and sub-information,
the main information is retrieved based on the information search request from the user,
and
the sub-information is not retrieved based on the information search request from the user.

6. (Currently Amended) ~~An~~The information providing system according to claim 5, wherein, in a case where the user notifies the service providing server of an information providing request regarding the sub-information ~~as well as~~and an information providing request regarding the main information, the incentive adjusting part adjusts the contents of the incentive to be given to the user, based on the user access information and the information providing requests regarding the main information and the sub-information.

7. (Currently Amended) ~~An~~The information providing system according to claim 5, wherein ~~there are~~ the information providing system comprises a plurality of the information brokering servers,

the main information corresponds to an information search request from the user, and the sub-information is provided by a service providing server other than a service providing server that provides the main information.

8. (Currently Amended) ~~An~~ The information providing system according to claim 1, wherein the incentive adjusting part adjusts the contents of the incentive to be given to the user, based on the user access information and an information providing request history of the user.

9. (Currently Amended) An information brokering server ~~for~~ brokering information on contents of service of a service providing server that provides service to one or a plurality of user terminals, comprising:

an information brokering part ~~for~~ receiving an information search request from the user terminal, and brokering corresponding information to the user terminal in accordance with the search request; and

a user access information control part ~~for~~ notifying the service providing server of user access information generated by evaluating contents of access to the information brokering server by the user, based on contents of an information search action by the user and contents of information brokered to the user;

an information browsing environment detecting part detecting information on a configuration of the user terminal for browsing information at the user terminal; and

an information editing part editing information provided by the service providing server in a data format suitable for presentation in the configuration of the user terminal based on the information on the configuration of the user terminal detected by the information browsing environment detecting part,

wherein the information brokering part brokers the information edited by the information editing part to the user terminal.

10. (Currently Amended) A method for providing information using one or a plurality of user terminals, a service providing server ~~for~~ providing service to the user terminal, and an information brokering server ~~for~~ brokering information on contents of service that can be provided by the service providing server to the user terminal,

wherein the information brokering server receives an information search request from the user terminal, brokers corresponding information to the user terminal in accordance with the search request, and notifies the service providing server of user access information generated

by evaluating contents of access to the information brokering server by the user, based on an information search action by the user and contents of information brokered to the user, detects information on a configuration of the user terminal for browsing information at the user terminal, and edits information provided by the service providing server in a data format suitable for presentation in the configuration of the user terminal and brokers the edited information to the user terminal, and

the service providing server adjusts contents of an incentive to be given to the user based on the user access information notified from the information brokering server, in a case of receiving an information providing request from a user of the user terminal, receives the information providing request from the user, and executes service in accordance with the information providing request according to the contents of the incentive.

11. (Currently Amended) A computer readable storage medium program for conducting information providing processing using one or a plurality of user terminals, a service providing server for providing service to the user terminal, and an information brokering server for brokering information on contents of service that can be provided by the service providing server to the user terminal,

wherein the computer readable storage medium stores a program of controlling the information brokering server comprisesby:

~~information brokering processing of~~ receiving an information search request from the user terminal, and brokering corresponding information to the user terminal in accordance with the search request; ~~and~~

~~user access information control processing of~~ notifying the service providing server of user access information generated by evaluating contents of access to the information brokering server by the user, based on an information search action by the user and contents of information brokered to the user;

detecting information on a configuration of the user terminal for browsing information at the user terminal; and

editing information provided by the service providing server in a data format suitable for presentation in the configuration of the user terminal based on the information on the configuration of the user terminal,

wherein an information brokering part brokers the edited information to the user terminal, and

the computer readable storage medium stores a program of controlling the service

providing server comprises by:

~~incentive adjusting processing of~~ adjusting contents of an incentive to be given to the user based on the user access information notified from the information brokering server, in a case of receiving an information providing request from a user of the user terminal; and

~~execution processing of~~ receiving the information providing request from the user, and executing service in accordance with the information providing request according to the contents of the incentive.